



Woburn Plan for Progress Housing & Economic Development Visioning Forum

January 14, 2014
Woburn High School



Forum Agenda

7:00 Welcome

7:10 Project Overview

7:20 Housing Needs & Demand

7:35 Economic Development

7:50 Discussion: Housing &
Economic Development Goals

8:55 Next Steps

The Plan for Progress

What is it?

A comprehensive plan for the entire community, informed by analysis and public feedback, that will preserve what is best about Woburn, address challenges, and establish proactive strategies to achieve the community vision for the future

The Plan for Progress

The Plan Will Cover:

- Vision for the Future
- Current Conditions
- **Housing**
- **Economic Development**
- Land Use
- Open Space
- Natural Hazard Mitigation
- Local Services & Facilities
- Plan Implementation

Past Planning Efforts

Work Related to Housing & Economic Development:

- **Woburn Vision 2020**, June 2004
- **Priority Development Areas**, January 2014
- **Plan for Progress ongoing survey**, November 2014
- **Plan for Progress Kickoff Forum**, December 2014

Visioning So Far...

Strengths

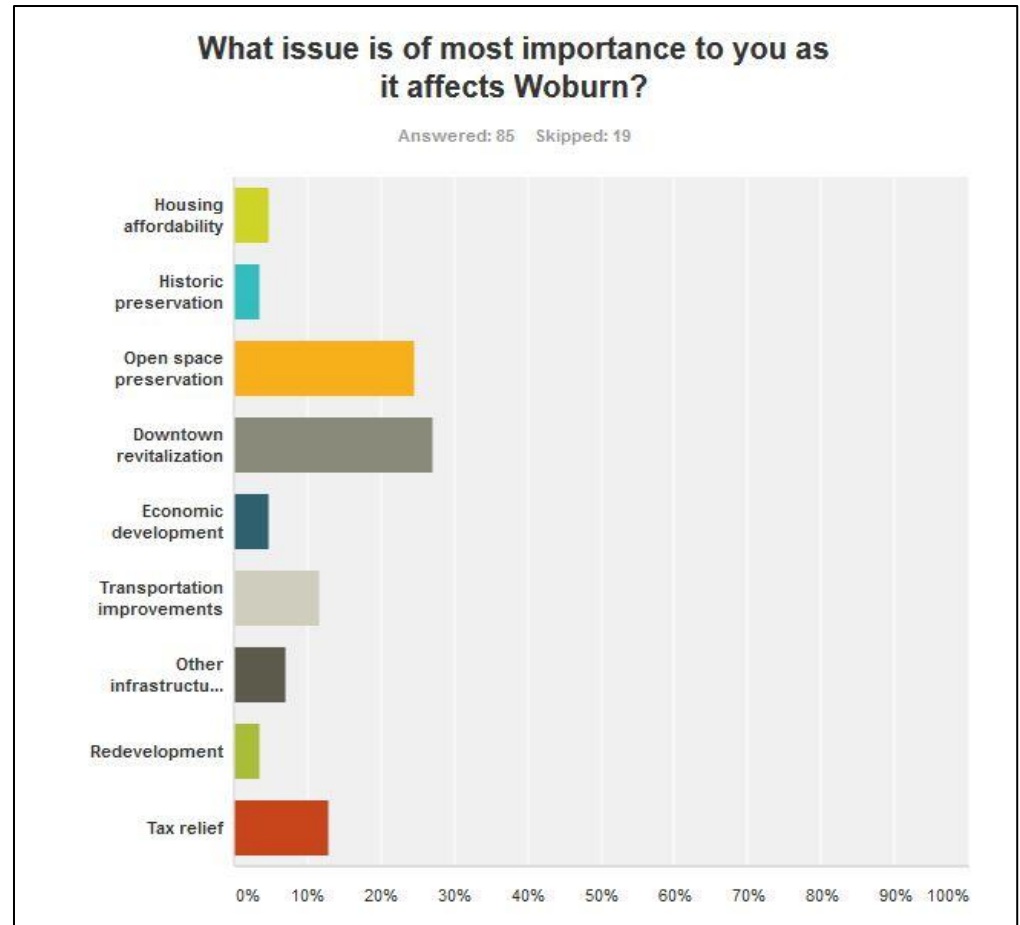
- Location
- Affordability
- Low tax rate

Weaknesses

- Traffic
- Lack of open space
- Inability to comfortably walk or bike to destinations

Most Important Issue

- Downtown revitalization

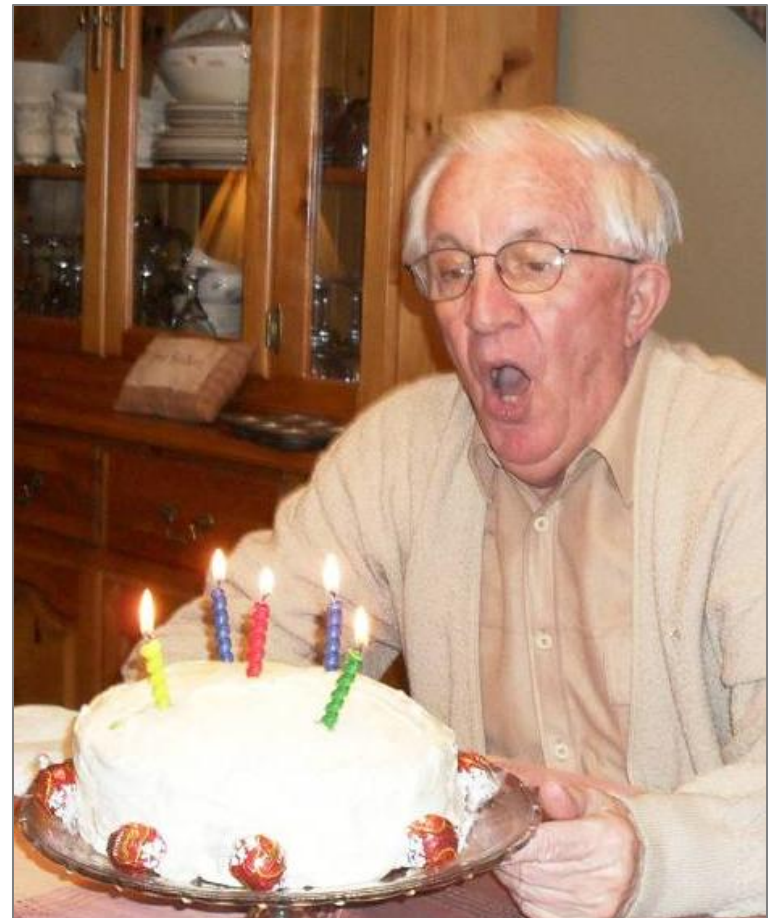


What would make Woburn a Great Place to Live, Work, and Raise a Family?

- Stronger downtown, more diverse shops, and gathering places
- Improved downtown parking
- Development strategies for Commerce Way, Kraft (Gelly) site, and downtown
- Plan for affordable housing, including for families and seniors
- Mixed-use development, with retail and housing combined

Housing

How Long Have You Lived in Woburn?



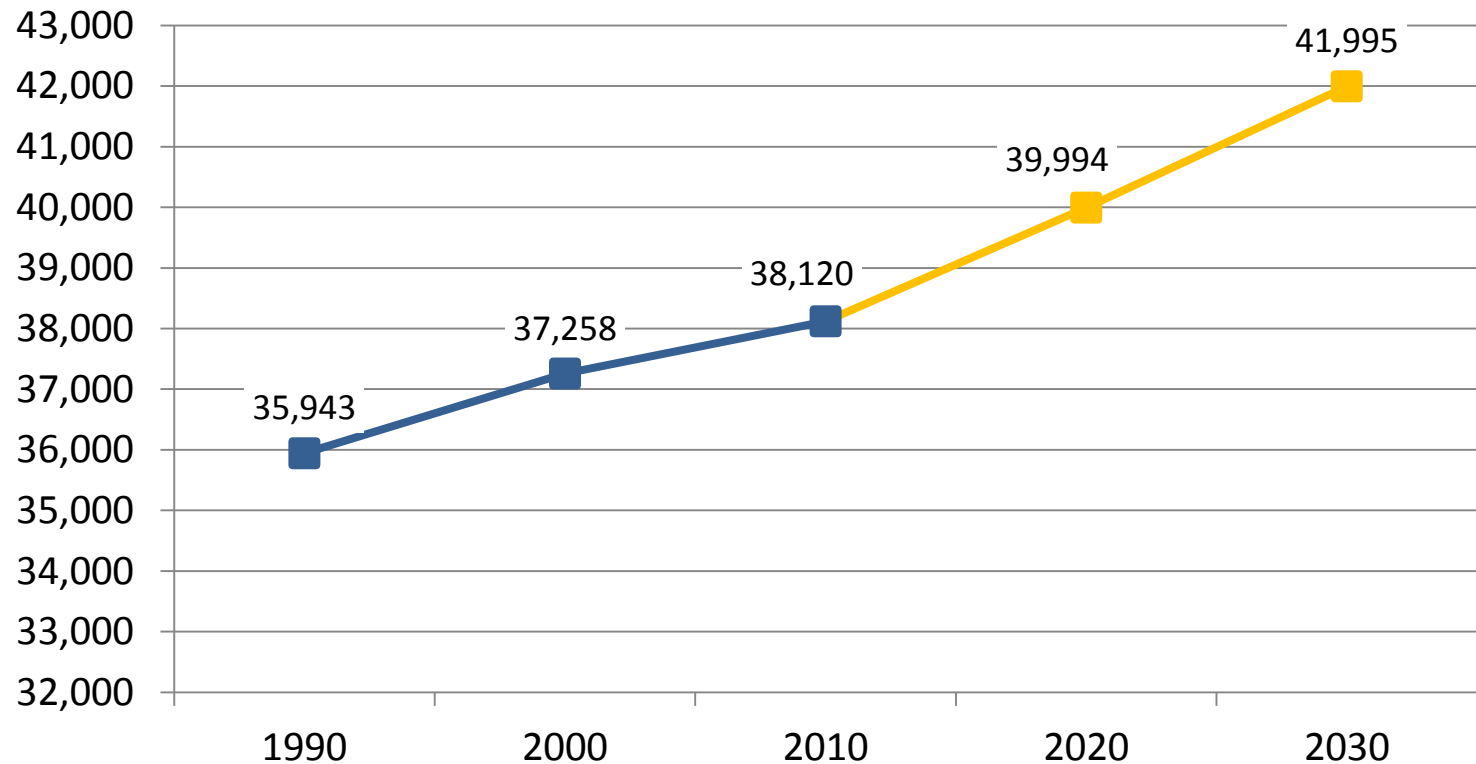
Housing

- Demographics
- Housing Supply
- Affordability

Demographics

Modest Population Growth Projected to Increase

Total Population, Woburn, 1990-2030

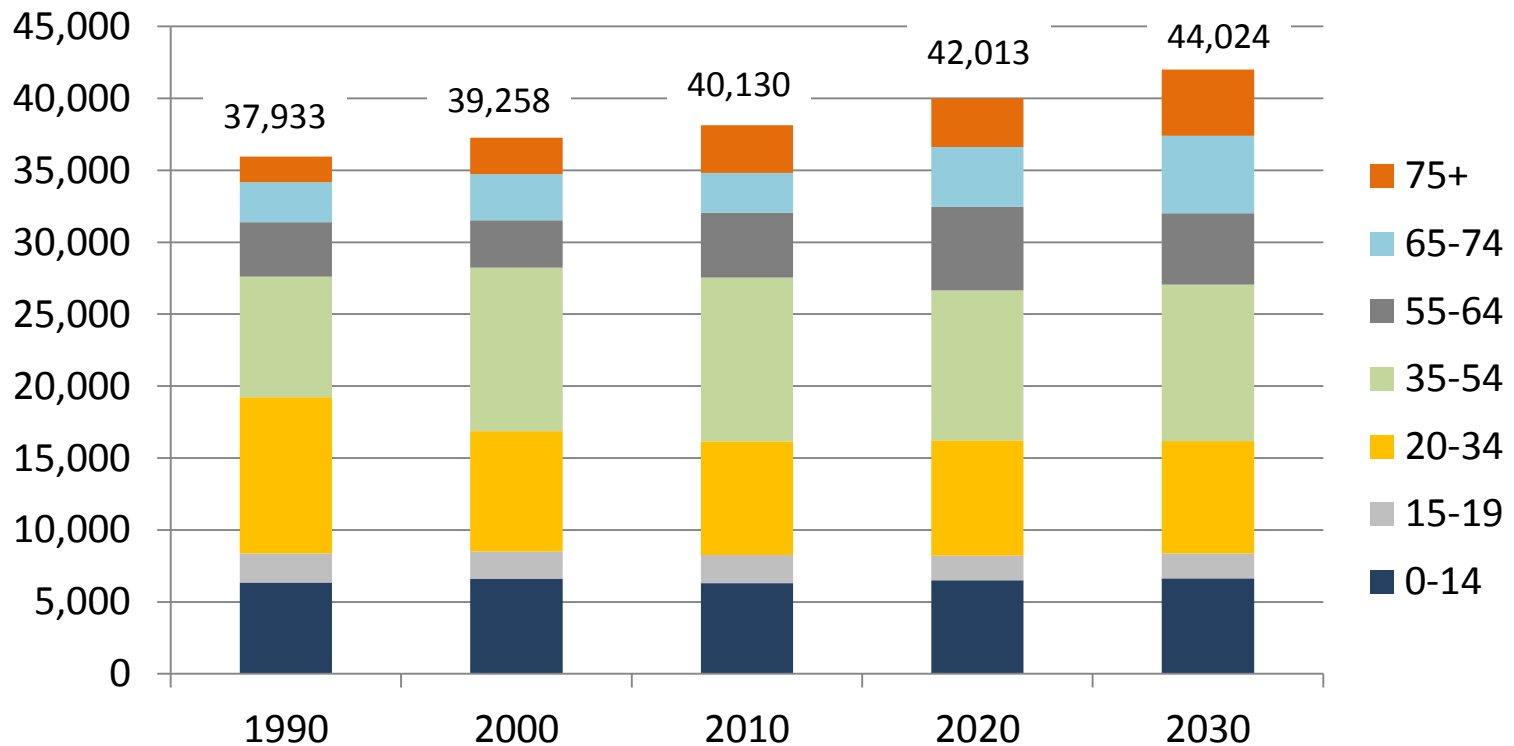


Source: U.S. Census Bureau & MAPC Projections

Demographics

The Aging of Woburn's Population Is Projected To Continue

Population by Age, Woburn, 1990-2030

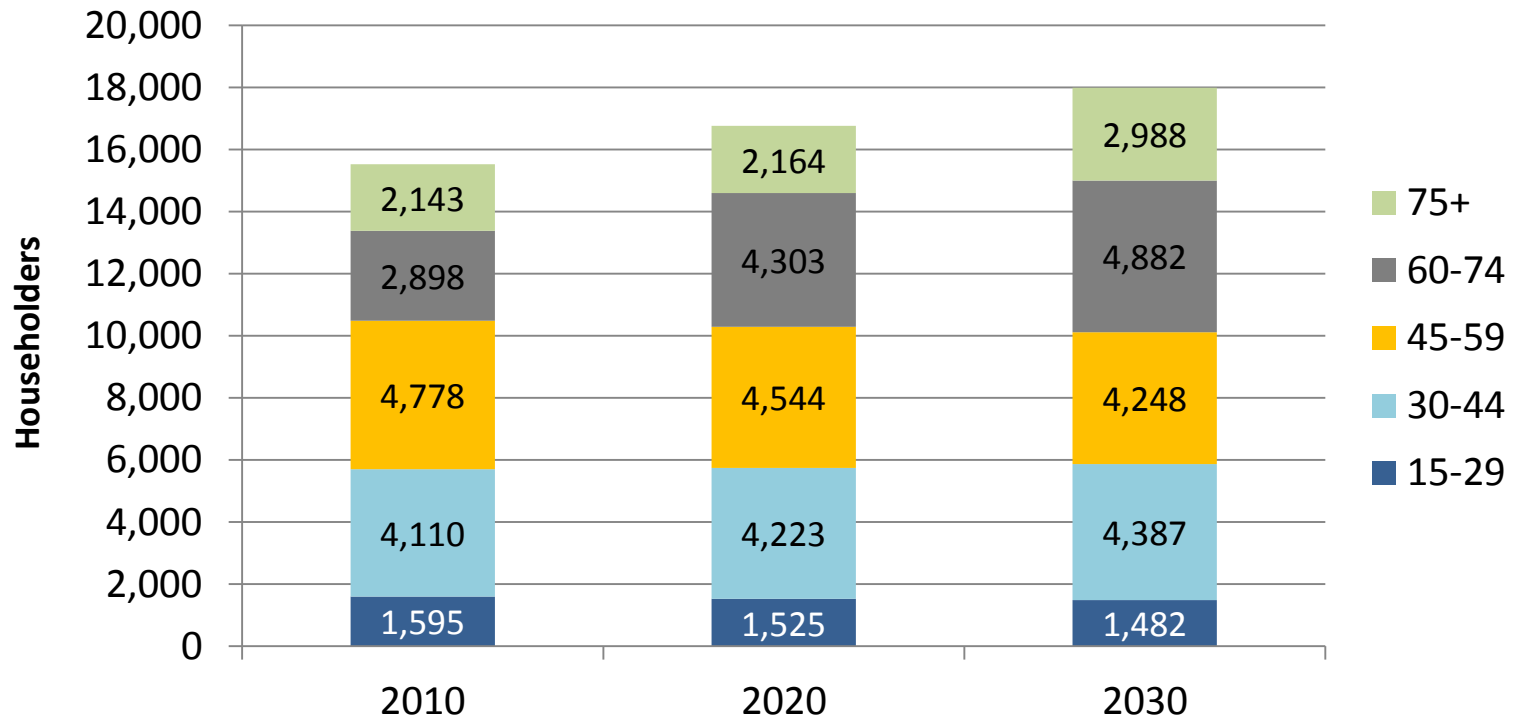


Source: U.S. Census Bureau & MAPC Projections

Demographics

Number of Households Increasing, Most Significantly Householders Age 60-plus

Head of Household by Age, Woburn, 2010-2030

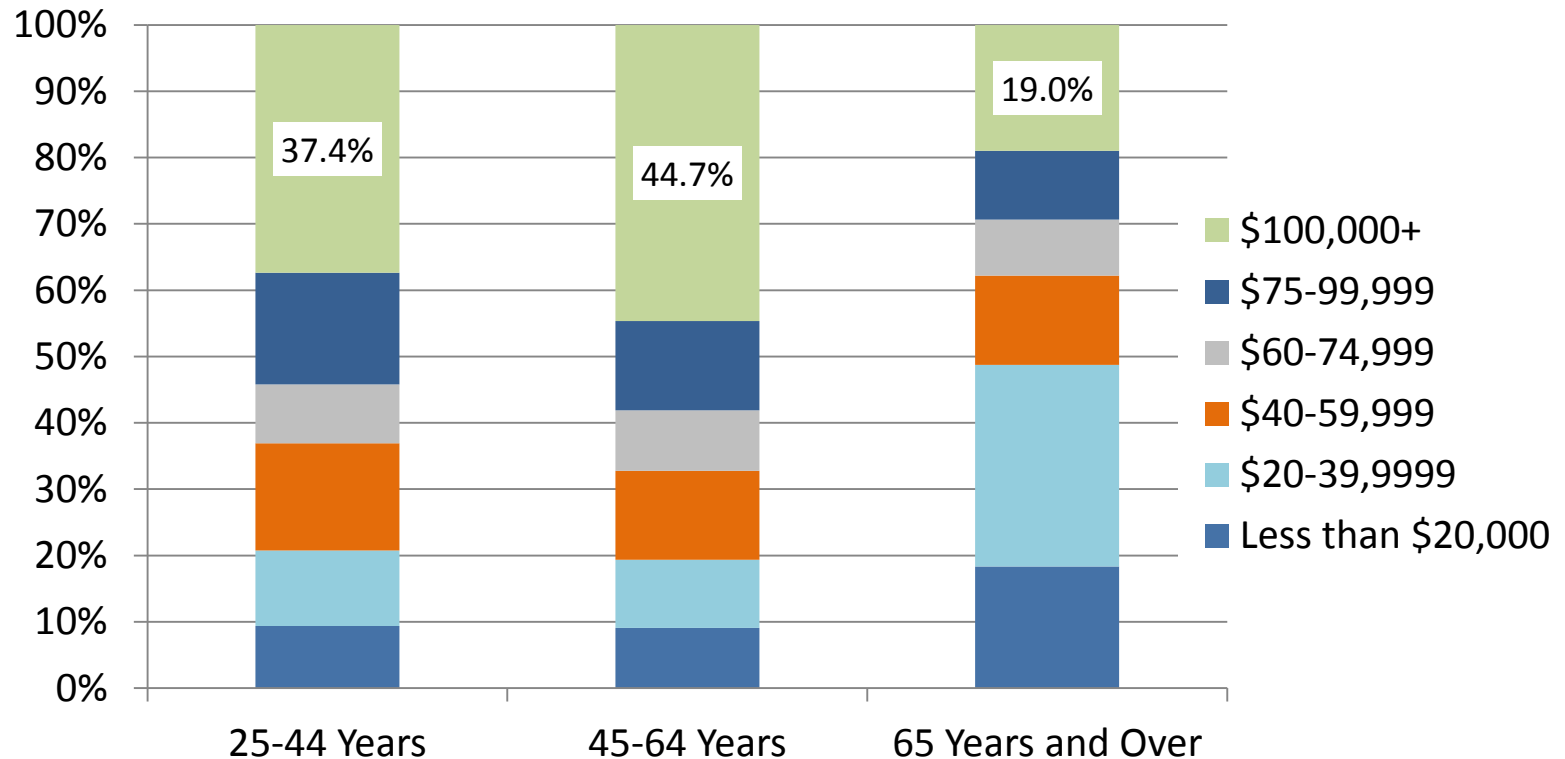


Source: U.S. Census Bureau & MAPC Projections

Demographics

Senior Householder Incomes Range Widely

Household Income by Age of Householder, Woburn

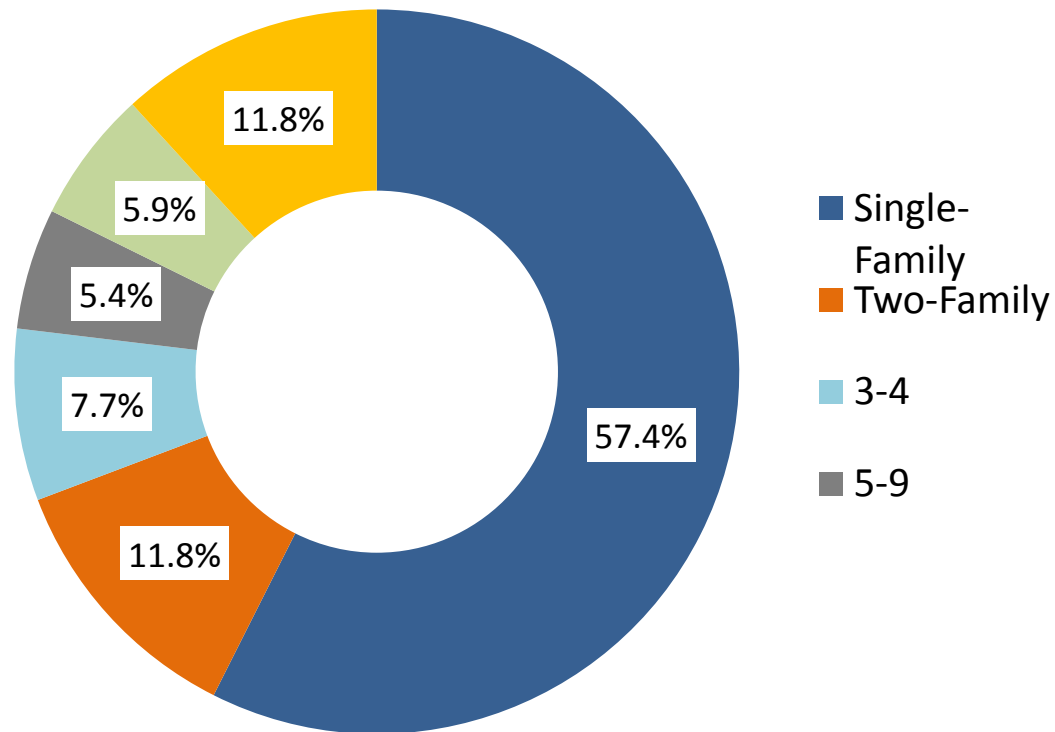


Source: U.S. Census Bureau, 2009-2013 American Community Survey

Housing Stock

More Than 40% of Woburn Housing Is Multifamily

Housing Units by Type, Woburn

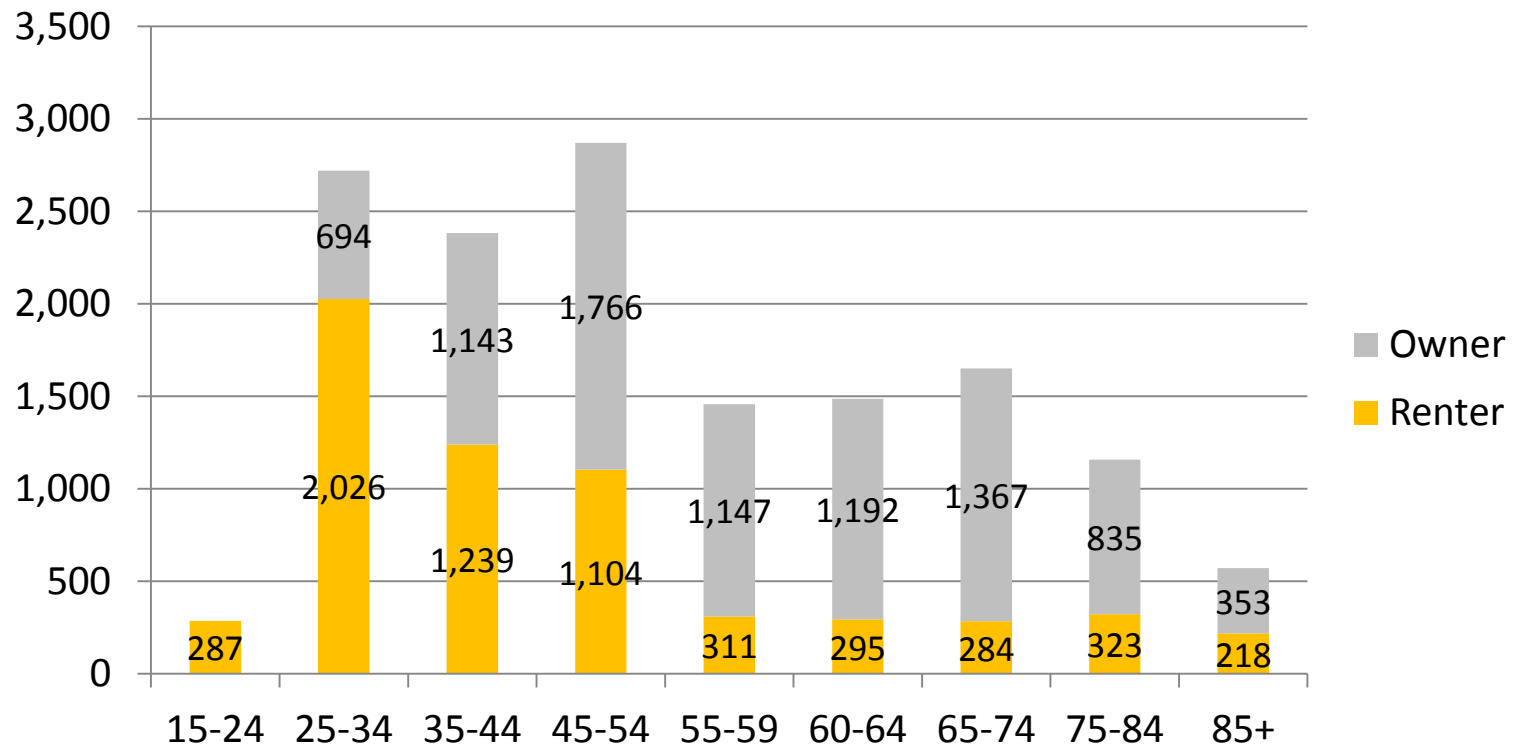


Source: U.S. Census Bureau, 2009-2013 American Community Survey

Housing Stock

Rental Rates Drop Off As Age of Householder Increases, Until 75+

Housing Tenure by Age of Householder, Woburn

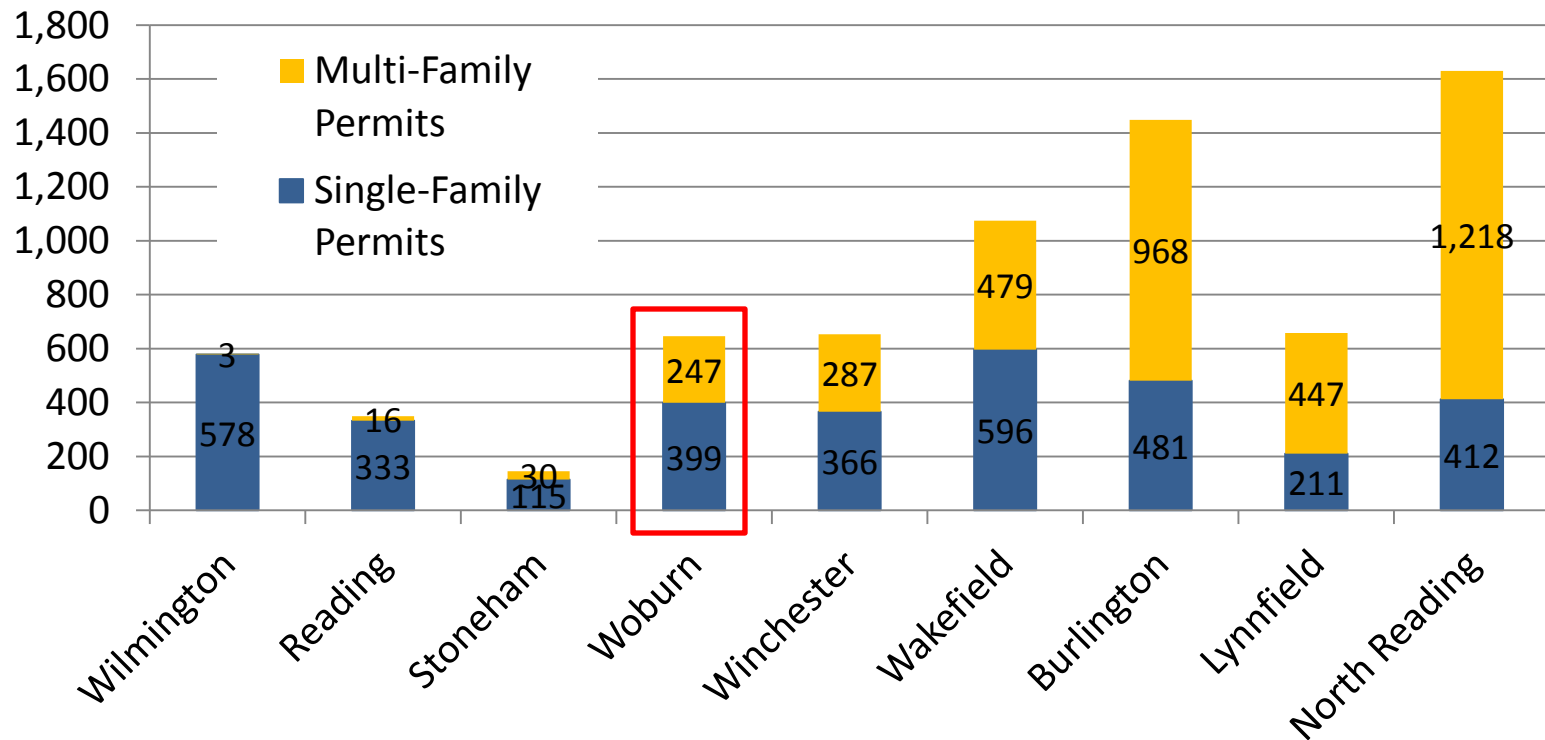


Source: U.S. Census Bureau, 2009-2013 American Community Survey

Housing Stock

38% of Permits Issued Between 2000-2013 Were For Multifamily Units

Housing Units Permitted by Type and Municipality, NSPC Sub-Region, 2000-2013

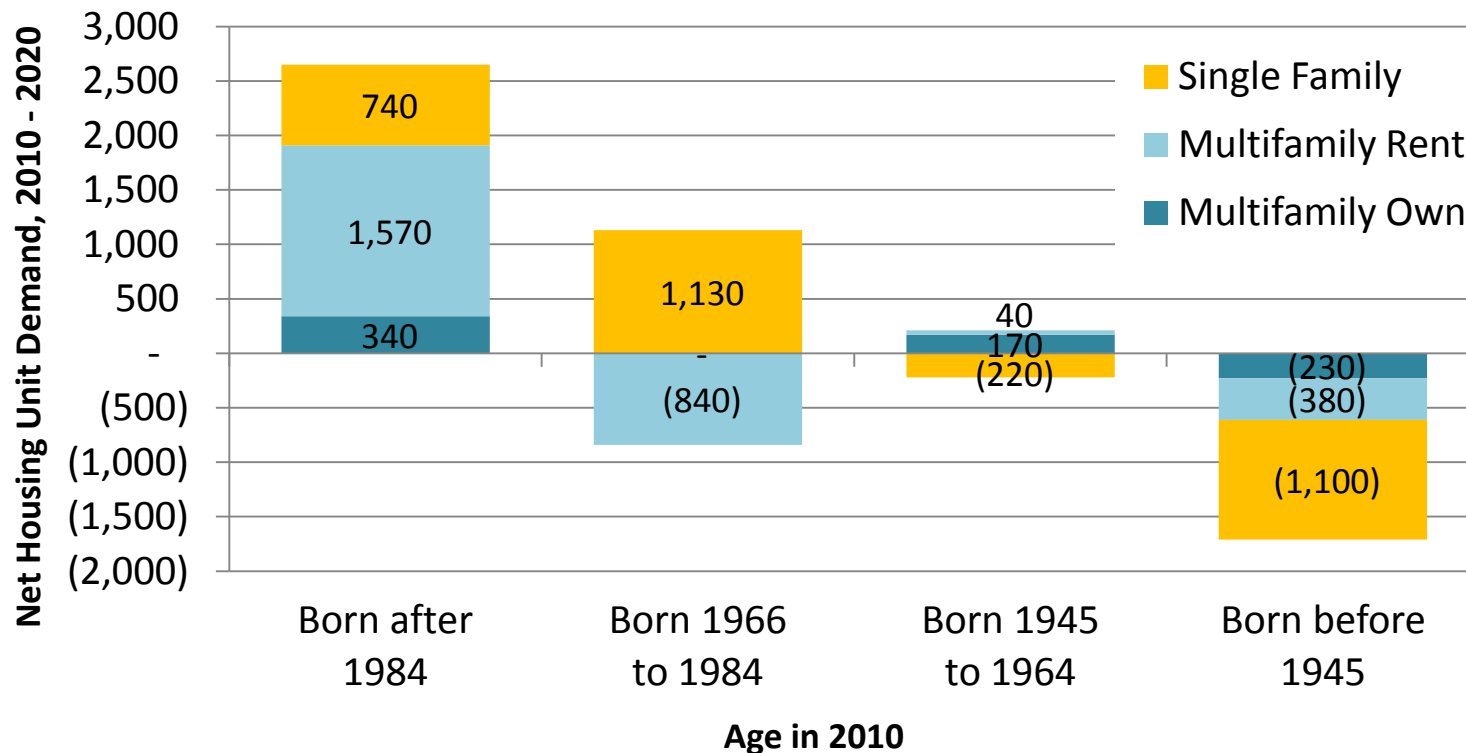


Source: Census Building Permit Survey

Housing Stock

Robust Housing Demand Projected Through 2020

Projected Net Housing Unit Demand by Age, 2010-2020, Woburn

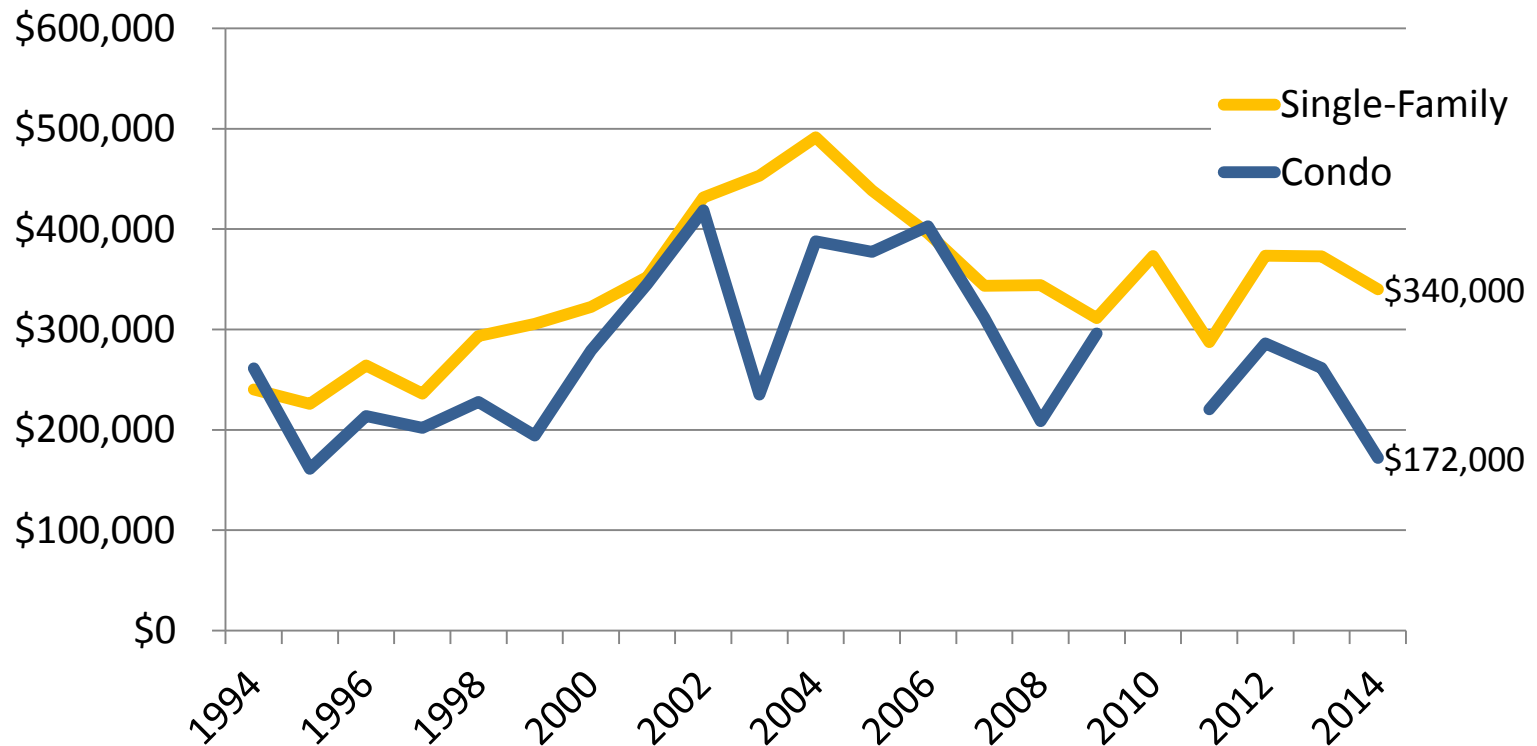


Source: MAPC Population Projections 2013

Affordability

Median Sale Prices Have Not Rebounded from High of Mid-2000s

Median Home Prices, Woburn, 1994-2014

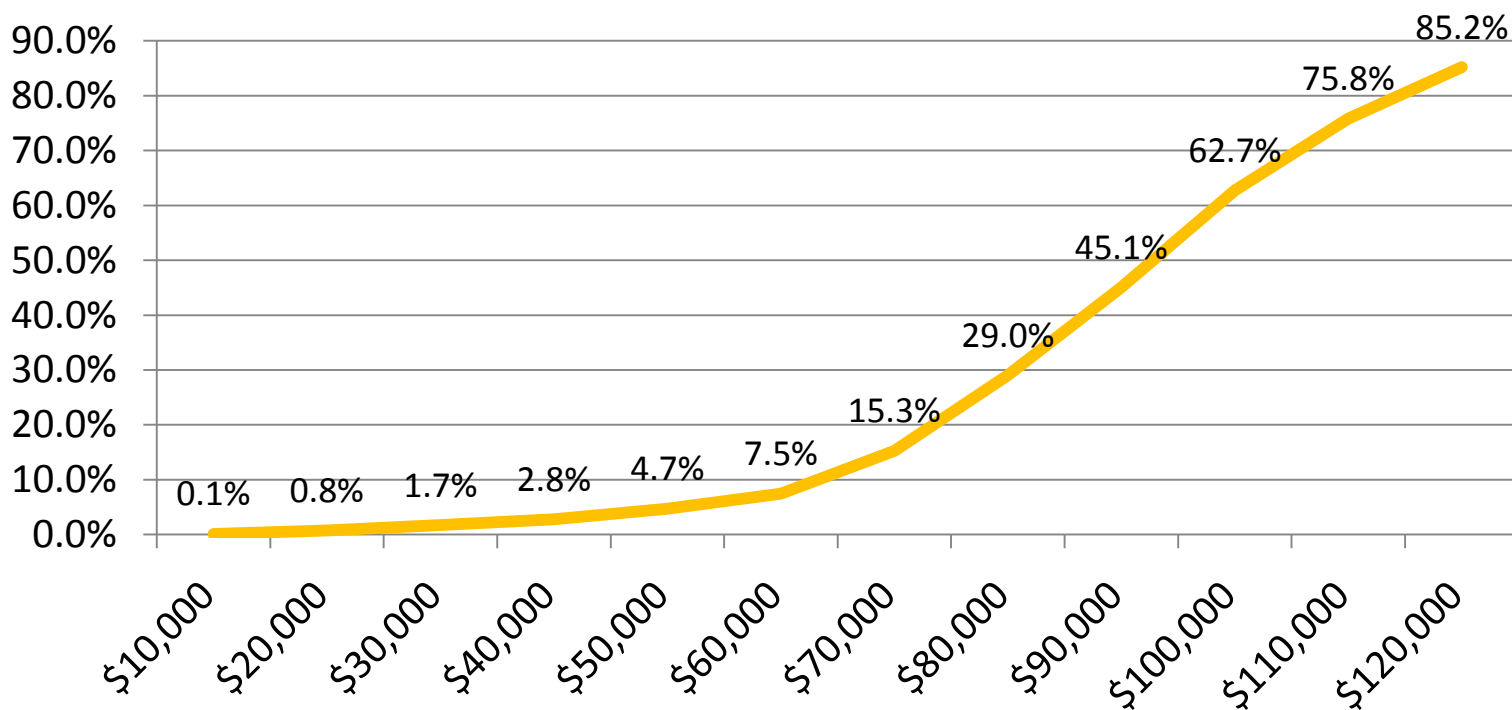


Source: U.S. Census Bureau & MAPC Projections

Affordability

15-30% of Homes Sold Were Affordable to Households Earning the Median Income of \$74,431

Single-Family Housing Sales Affordable at Given Household Income, Woburn, 2000-2012



Source: MassGIS Level 3 Parcels with MAPC Analysis

Affordability

Woburn Median Gross Rent is Lower Than Most Others' in the Sub-Region

Median Gross Rents, NSPC Sub-Region



Source: U.S. Census Bureau, 2008-2012 American Community Survey

Affordability

More Than A Third of Households Are Cost Burdened, Above HUD's 30% Threshold for Concern

Cost-Burdened Households by Tenure, Woburn

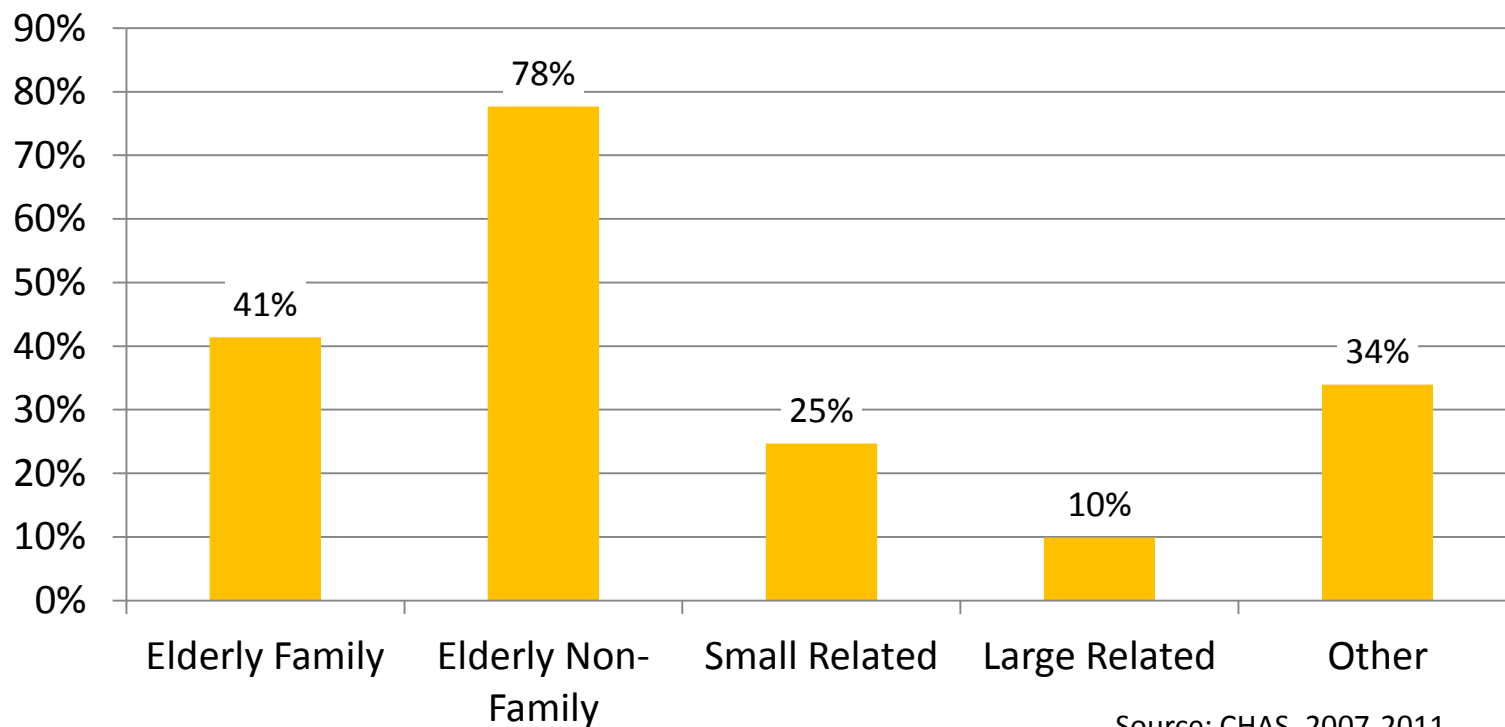
	All	Owners	Renters
Cost-Burdened Households	37.5%	32.7%	45.1%

Source: CHAS, 2007-2011

Affordability

More Than A Third of Woburn Households Are Low Income & Eligible for Housing on the Subsidized Housing Inventory

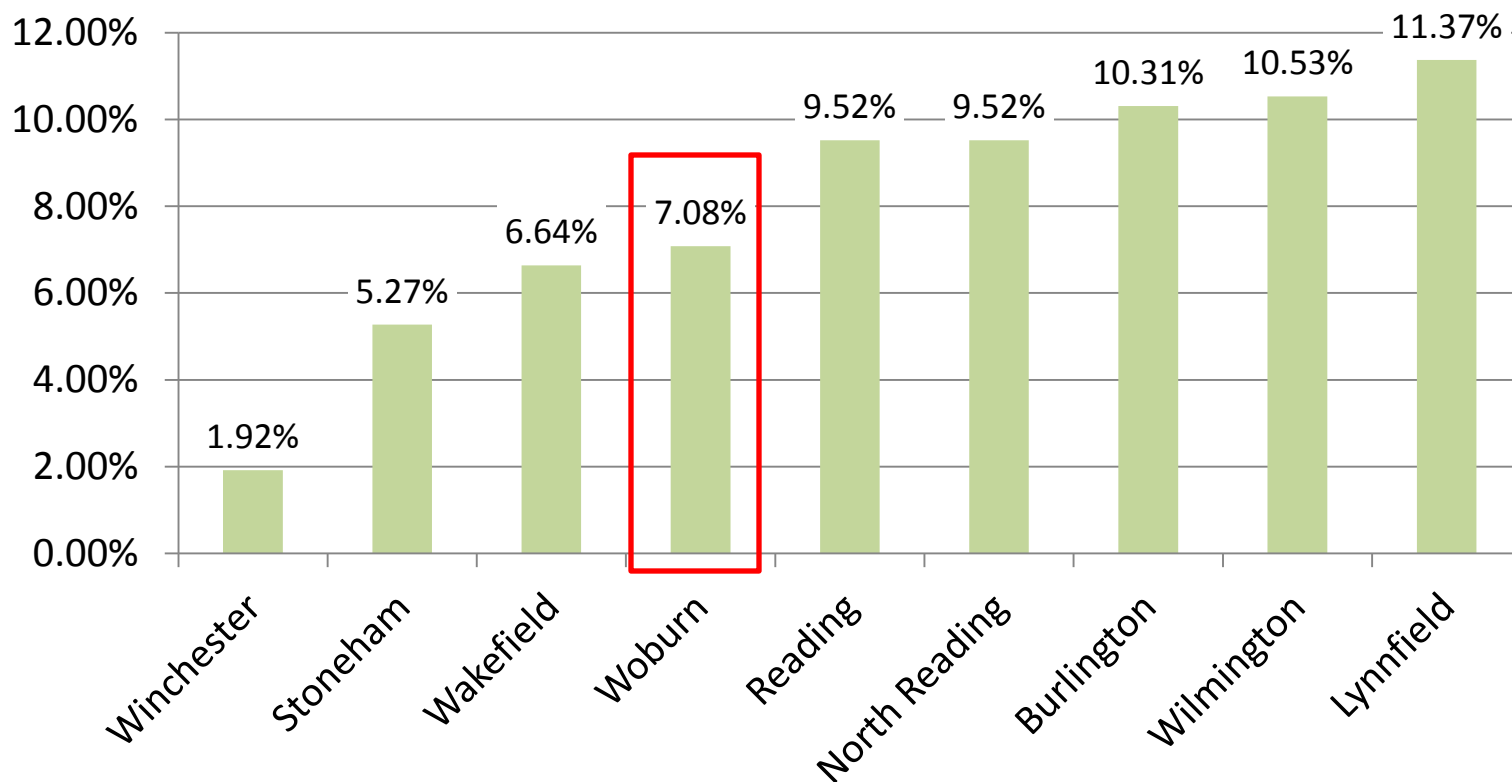
Percent of Households Earning 80% of AMI or Less by Type, Woburn



Affordability

City Has 1,150 Units on the Subsidized Housing Inventory

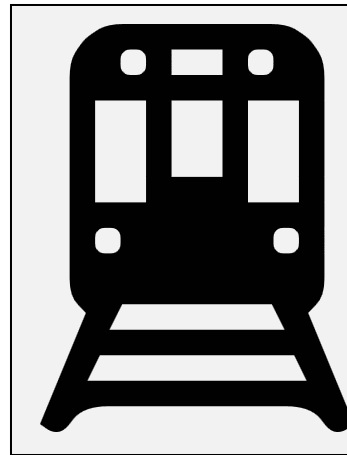
Subsidized Housing Inventory, NSPC Sub-Region, 2014



Source: U.S. Census Bureau & MAPC Projections

Economic Development

- How many people work in Woburn?
- How many people commute outside of Woburn for work?

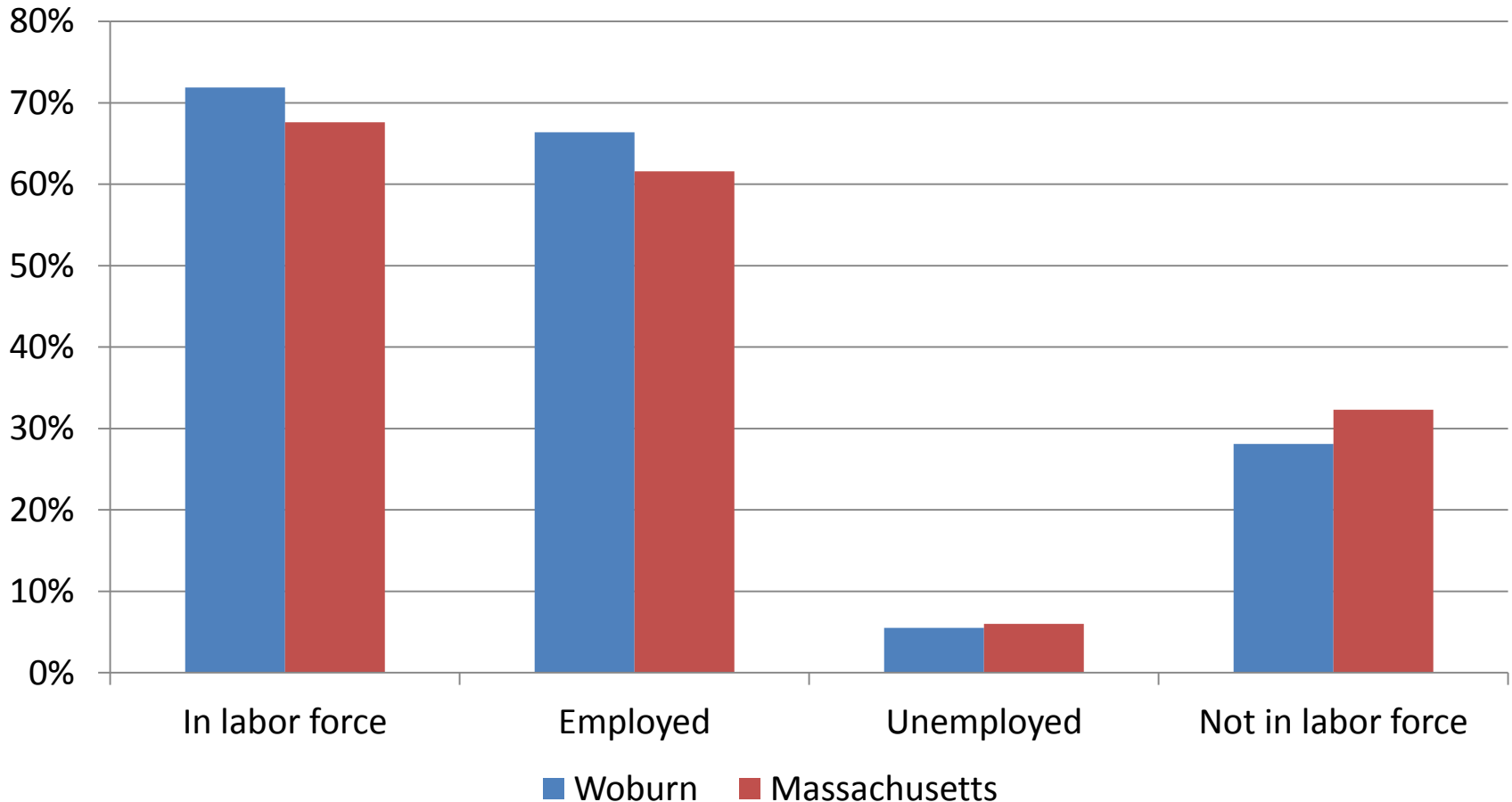


Economic Development

- Employment & Workforce
- Industry & Wages
- Commutershed

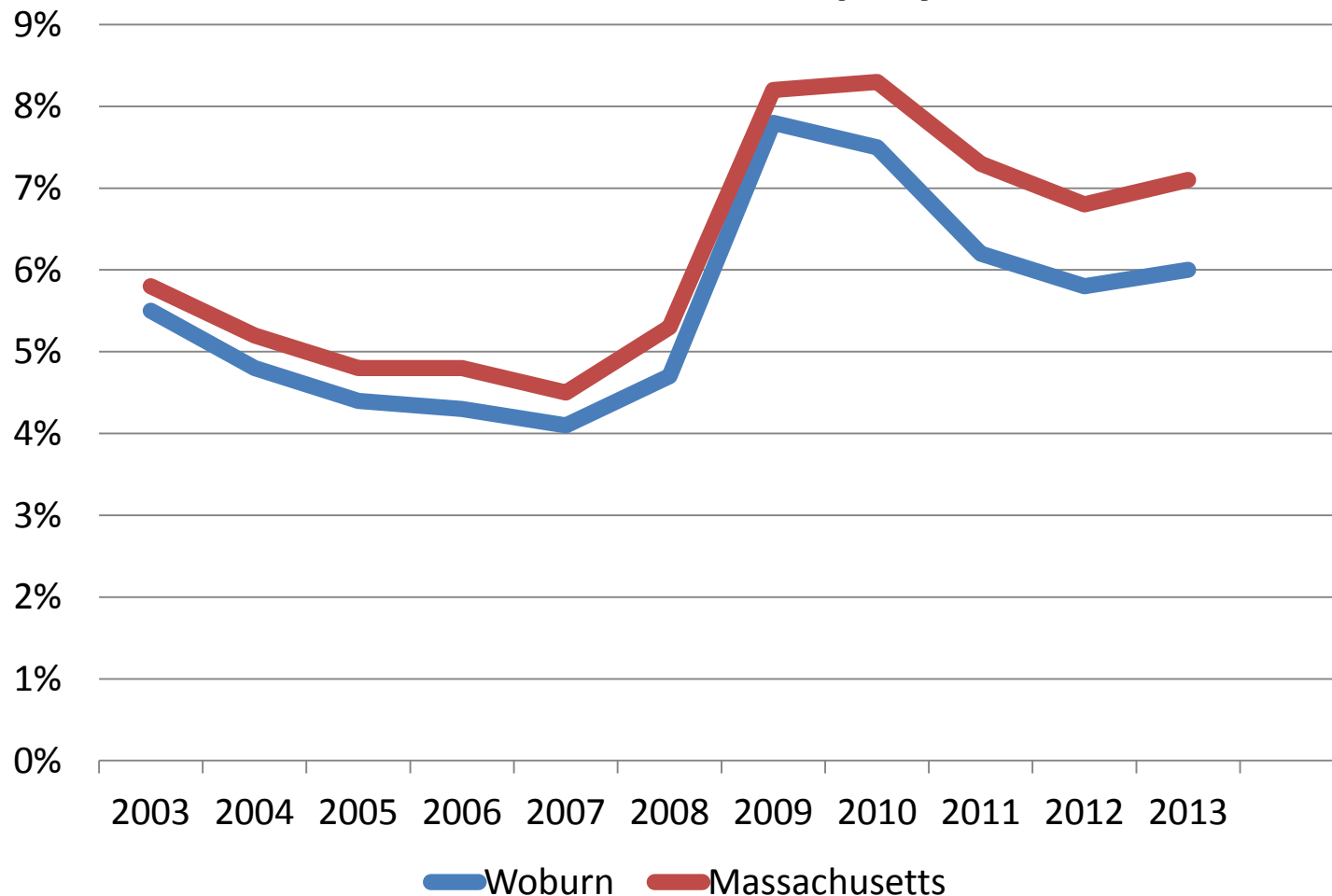
Employment Status of Population 16+

About 72% of Woburn's population is in the labor force and 66% are employed.



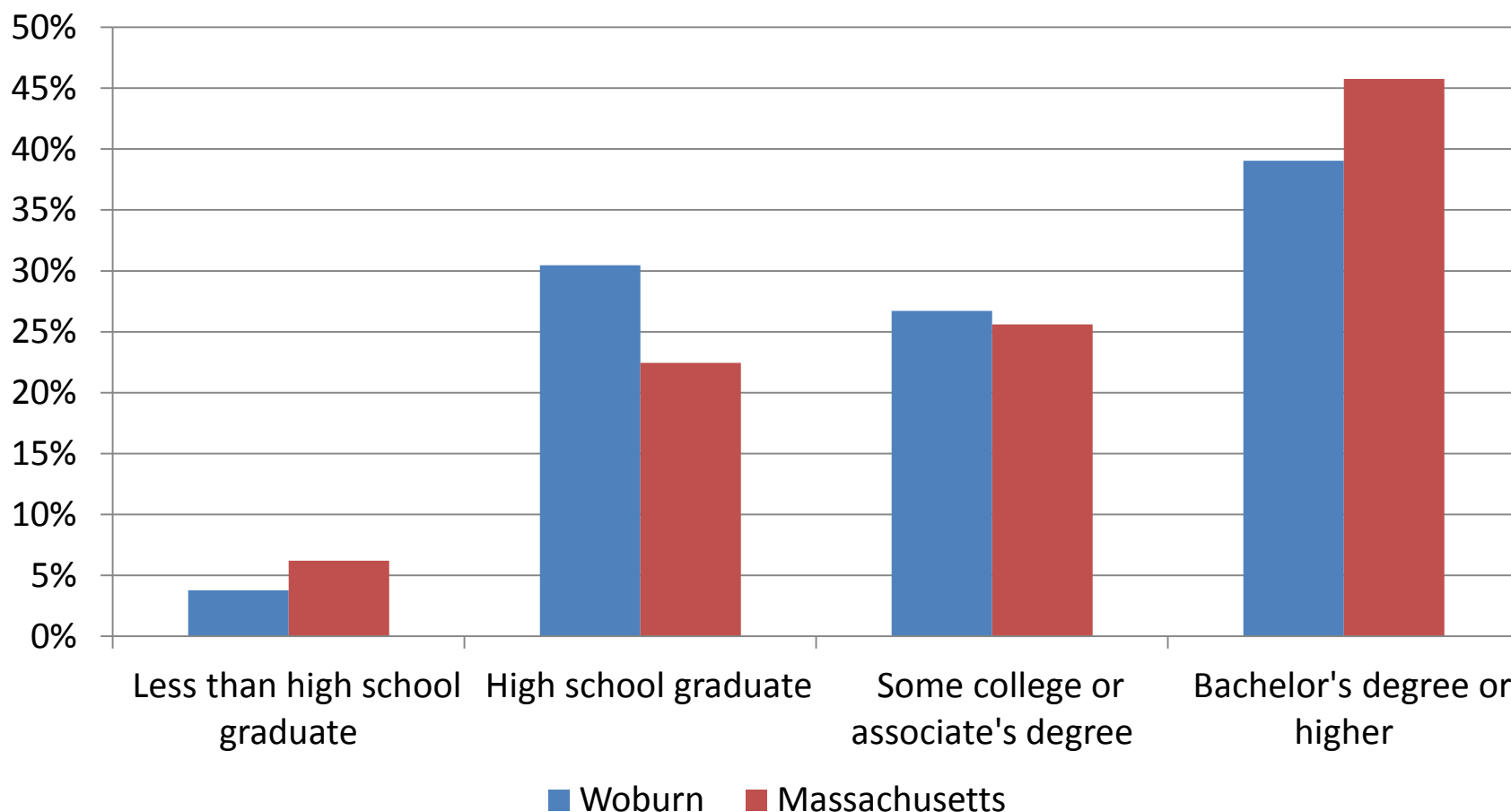
Unemployment Rate

The 2013 Annual Employment Rate in Woburn was lower than the state unemployment rate.



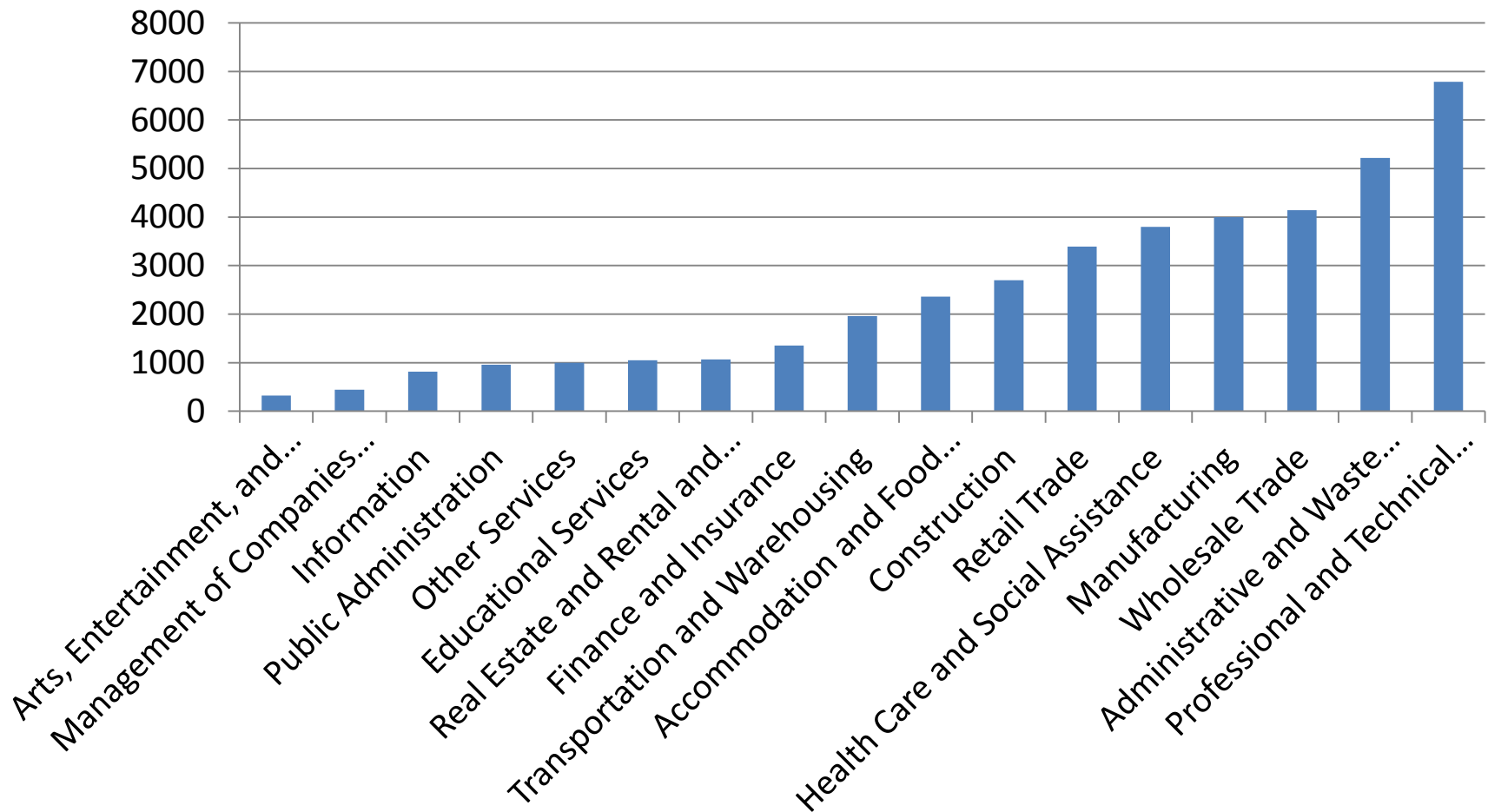
Education of Labor Force

The labor force in Woburn has a lower percentage of college graduates when compared with the state.



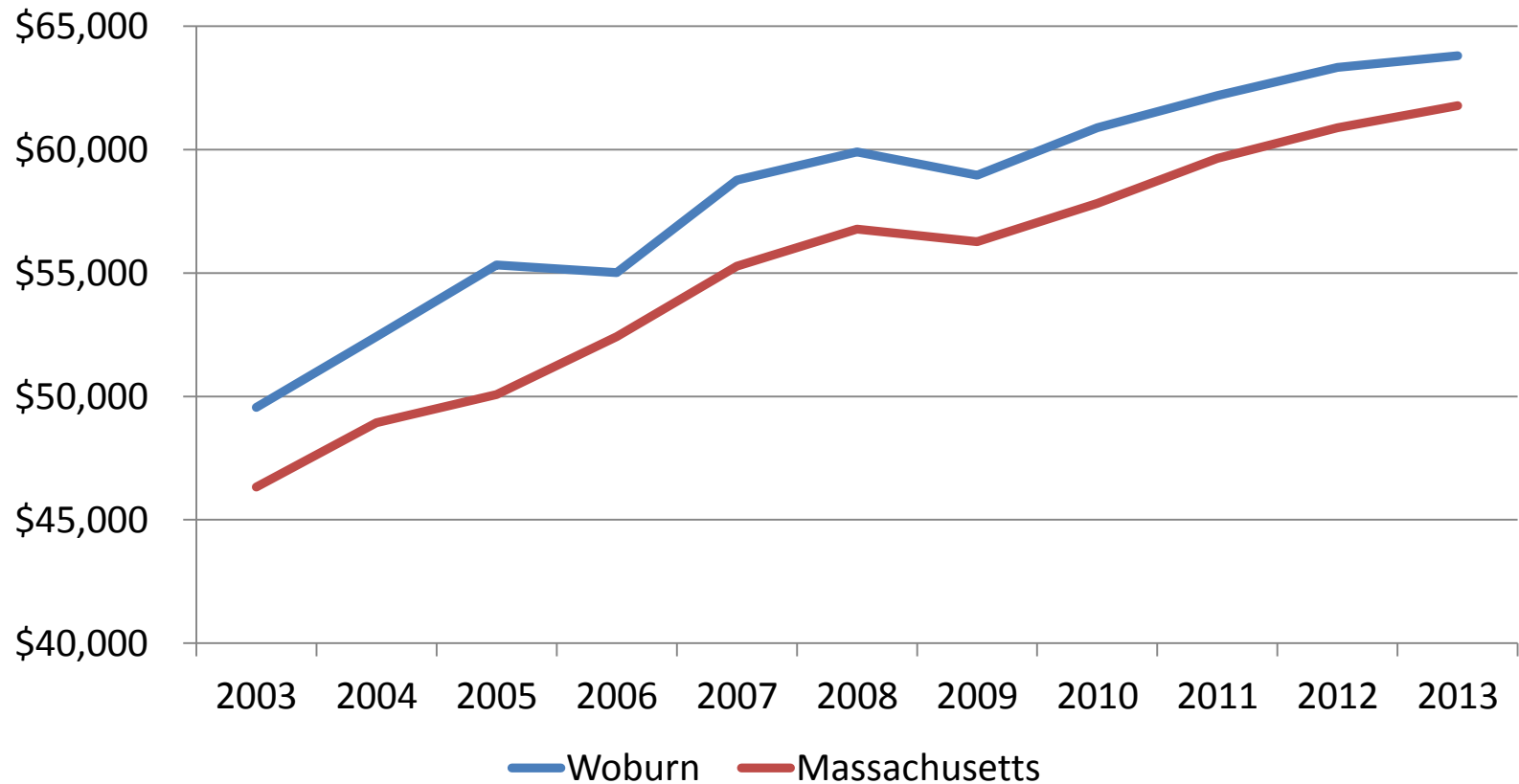
Employees by Industry

Professional and Technical Services employ the largest percentage of workers in Woburn.



Average Annual Wage

The average annual wage paid in Woburn in 2013 was \$63,804.



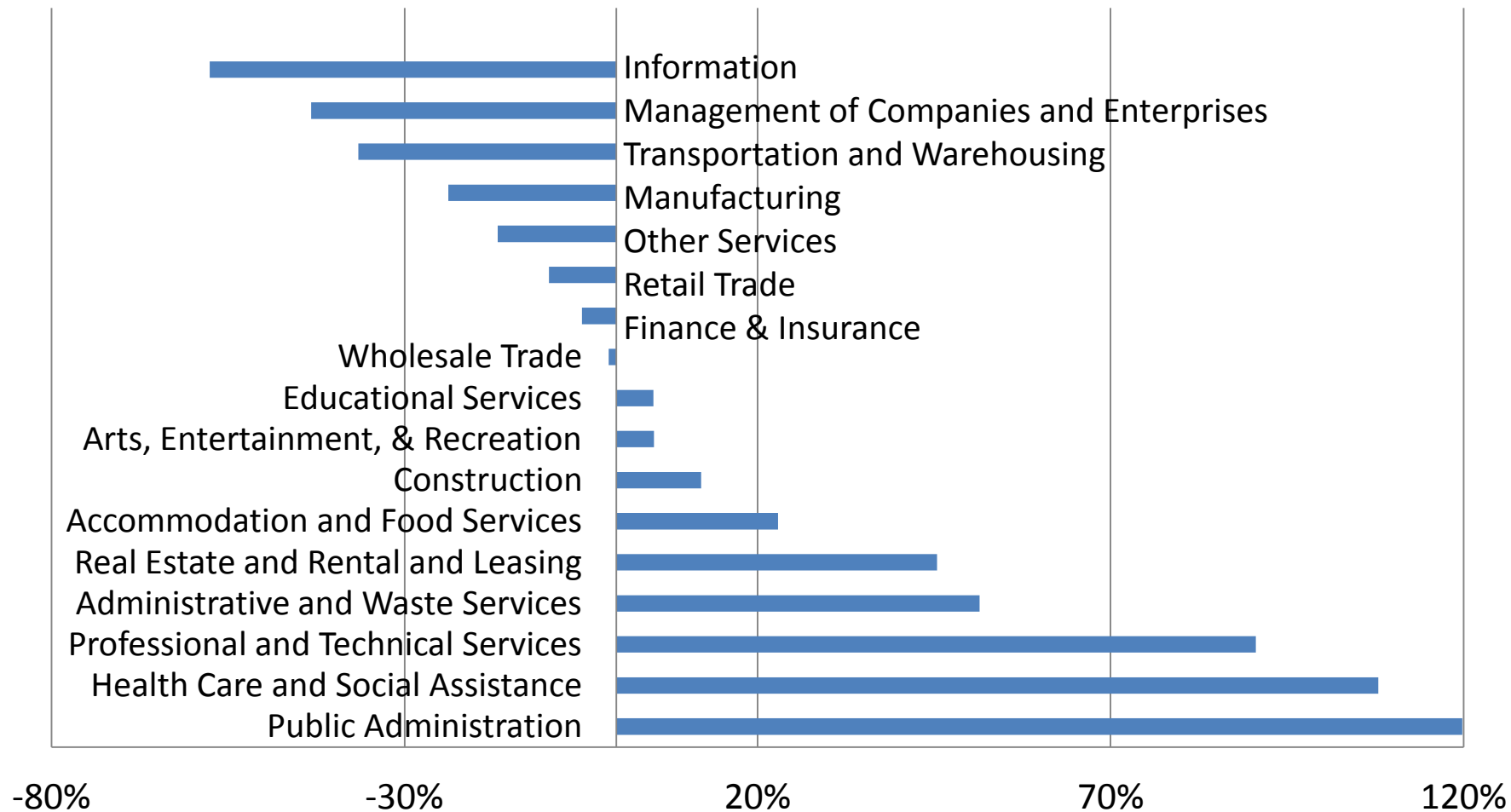
Largest Employers

The largest employer in Woburn is the Marshalls Distribution Center with 1,000-4,999 employees.



Percentage Change in Employment by Industry (2003-2013)

The fastest growing industries in Woburn are public administration, health care, and professional and technical services.



Tax Rates

Woburn has a low residential tax rate and a competitive commercial tax rate when compared to immediate neighbors.

Community Name	Residential	Commercial/Industrial/Personal Property (CIP)
Burlington	11.35%	29.4%
Lexington	14.86%	29.1%
Reading	14.7%	14.7%
Stoneham	12.96%	22.08%
Wilmington	14.37%	32.74%
Woburn	10.17%	26.3%

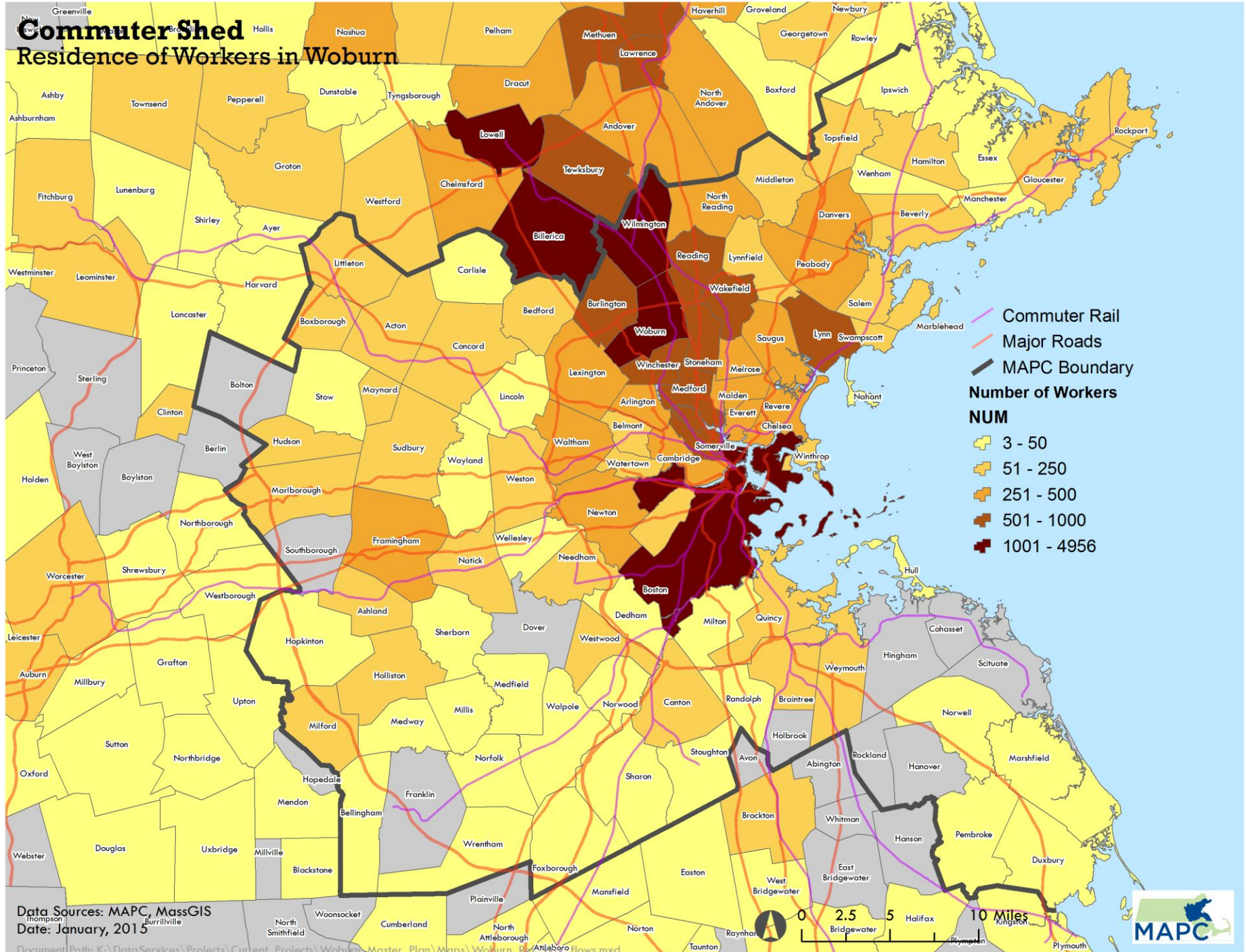
Commercial Tax Base

A significant percentage (53%) of Woburn's tax base is commercial.

Municipality	Residential	% Tax Base Residential	CIP Total	% Tax Base Commercial
Burlington	\$35,327,945	40%	\$53,320,277	60%
Lexington	\$109,386,622	77%	\$32,199,241	23%
Reading	\$49,504,230	90%	\$5,574,133	10%
Stoneham	\$33,600,292	82%	\$7,276,126	18%
Wilmington	\$34,974,535	55%	\$28,311,144	45%
Woburn	\$41,436,057	47%	\$46,775,326	53%

Commuter Shed

Residence of Workers in Woburn

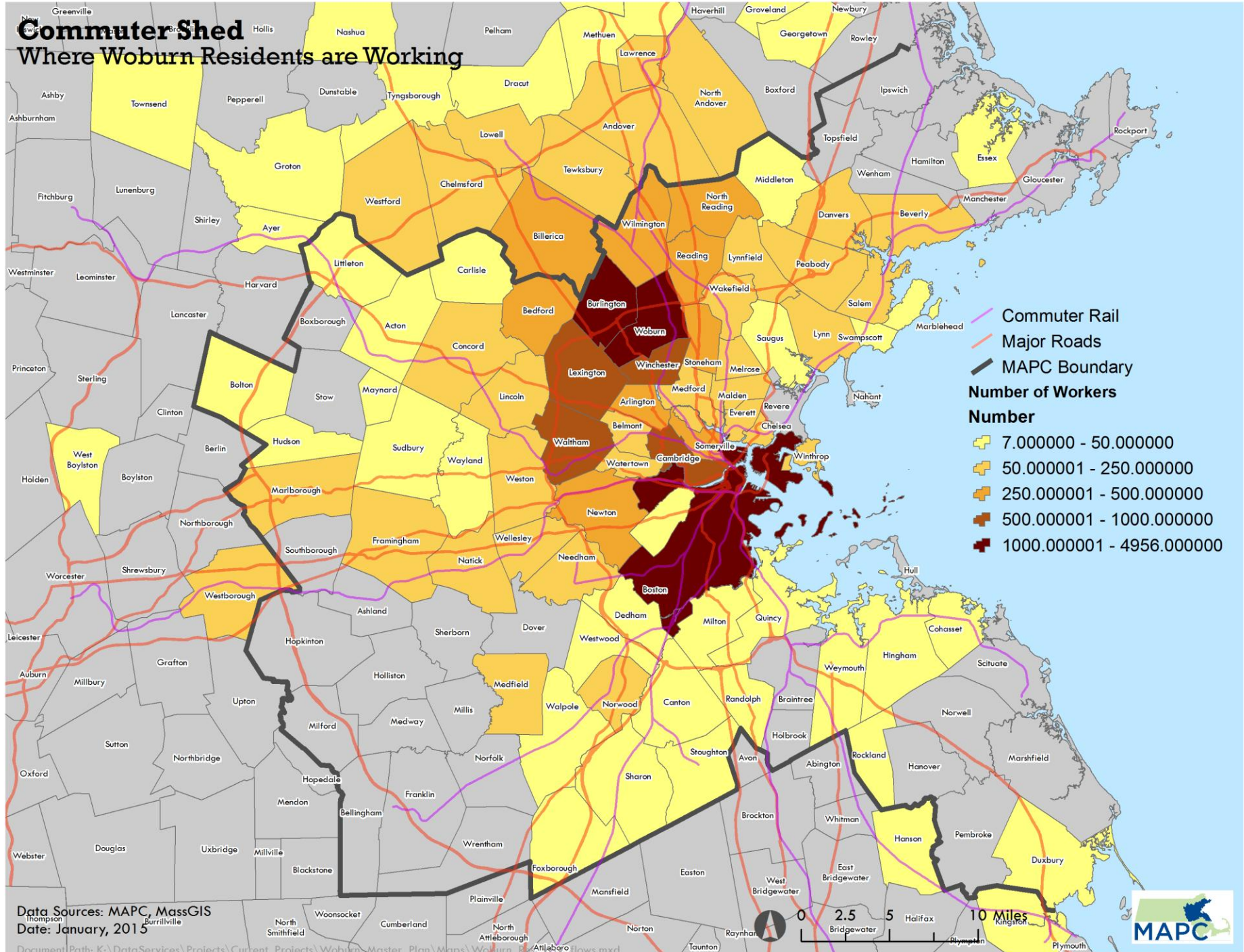


Data Sources: MAPC, MassGIS
 Date: January, 2015

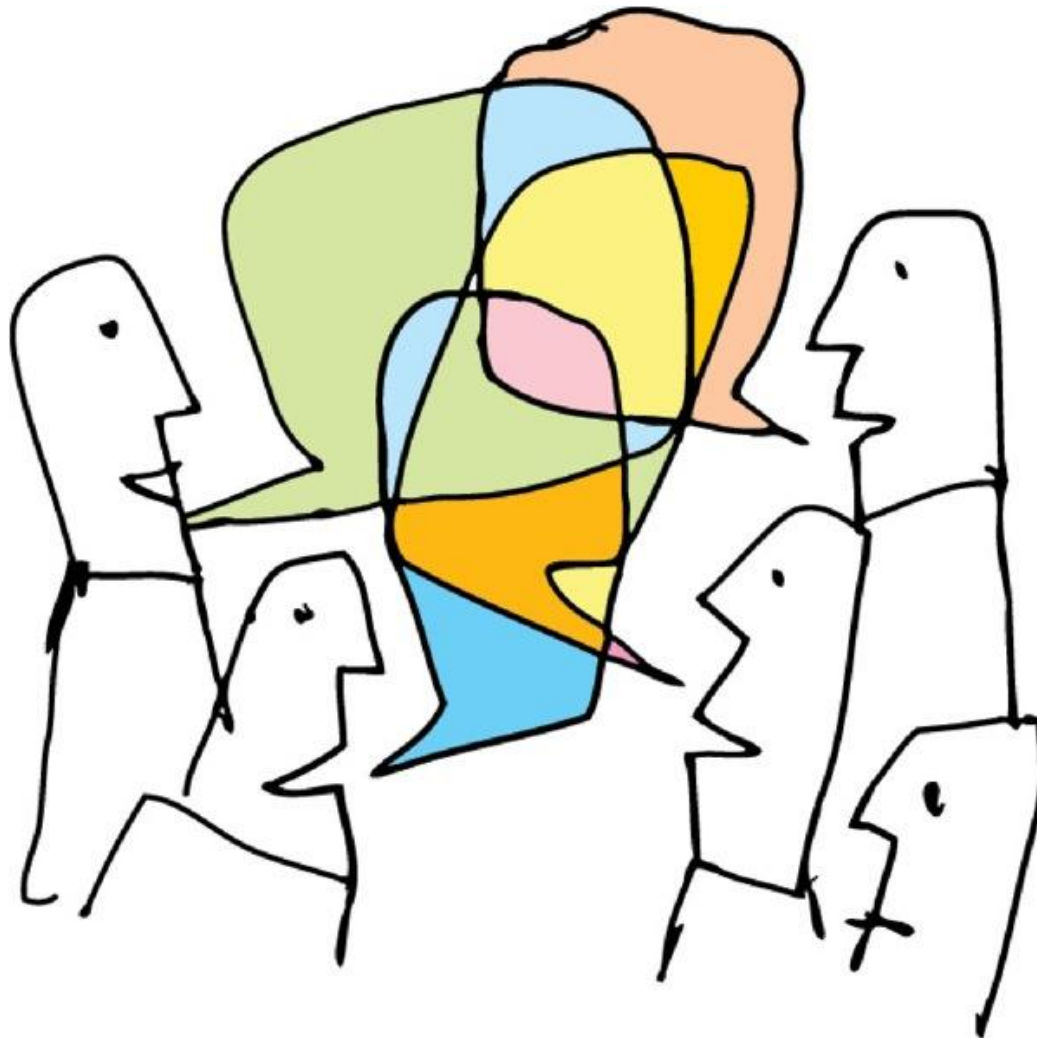
Document Path: K:\DataServices\Projects\Current Projects\Woburn Master Plan\Maps\Woburn_Rail_Flow.mxd

Commuter Shed

Where Woburn Residents are Working



Discussion



Discussion

1. Downtown Development Area

Use: Mixed Use: Infill

Online Survey: Mixed Use

Acres: 98.7

2. Loop Bikeway/Overlay District

Use: Multifamily Housing

Online Survey: Mixed Use &

Market-Rate Residential

Acres: 58.4

3. Commerce Overlay District

Use: Mixed Use Master Planned

Online Survey: Retail/Office/Industrial

Acres: 870.9

4. WRY Grace Parcel

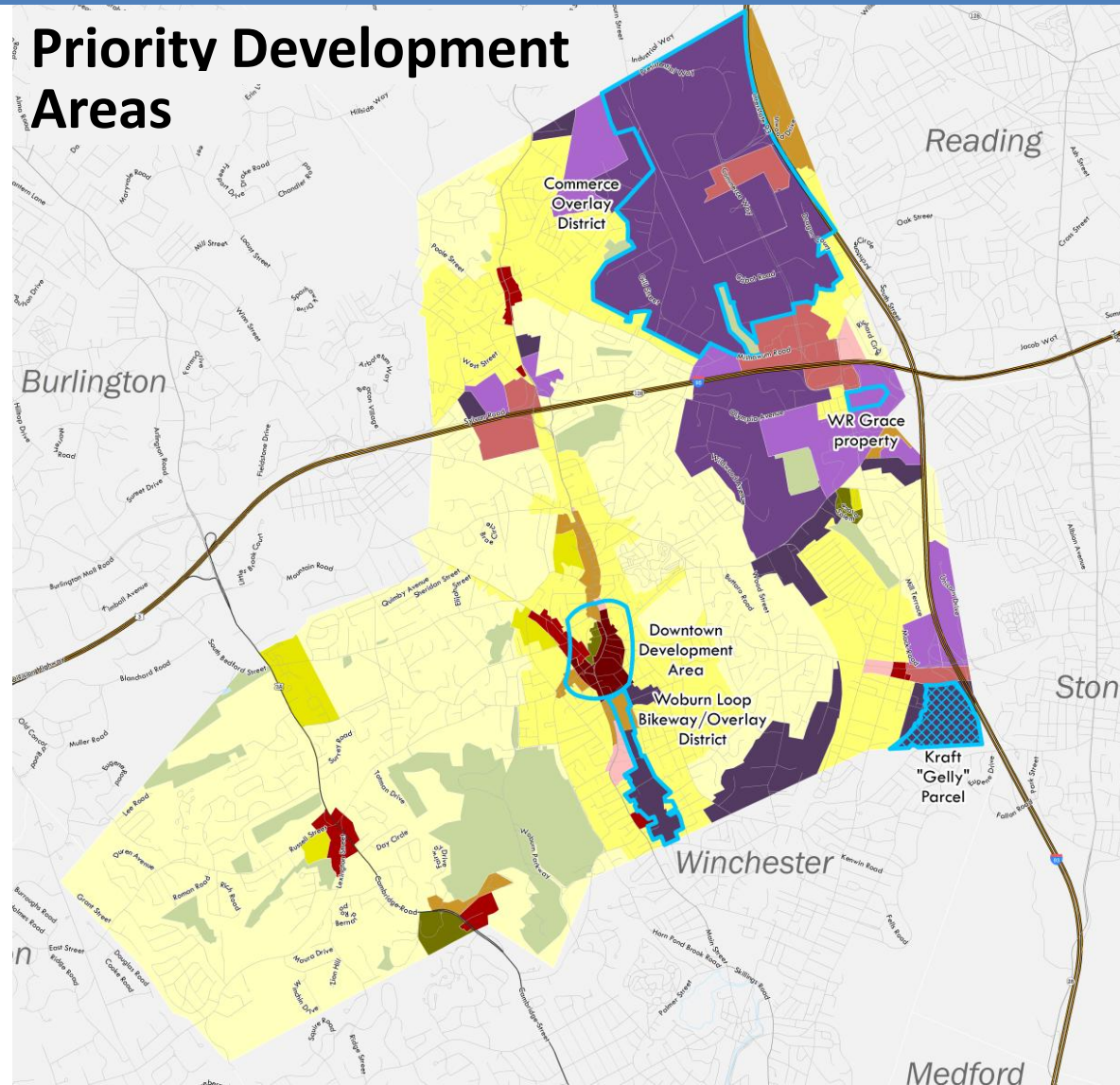
Online Survey: Retail/Office/ & Industrial

Acres: > 13

5. Kraft "Gelly" Parcel

Online Survey: Retail/Office & Industrial

Acres: 57



Discussion

- Housing Goals (20 minutes)
- Economic Development Goals (20 minutes)
- Priority Development Areas (15 minutes)
- Prioritizing Goals (5 minutes)

Next Steps

- Follow the Plan for Progress webpage and take the survey at:
www.mapc.org/woburnplanforprogress
- Join us on March 25th for Forum #3:
Transportation, Land Use, Hazard Mitigation
- Join us on May 27th for Forum #4: Provide
Input on Plan for Progress Recommendations

